
Lessons from the 'dark side': How corporates do client experience

Dr Emily Verstege, ARTD Consultants



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A whole greater than the sum of parts.



More than satisfaction and smiles.



Everything that makes you feel something.



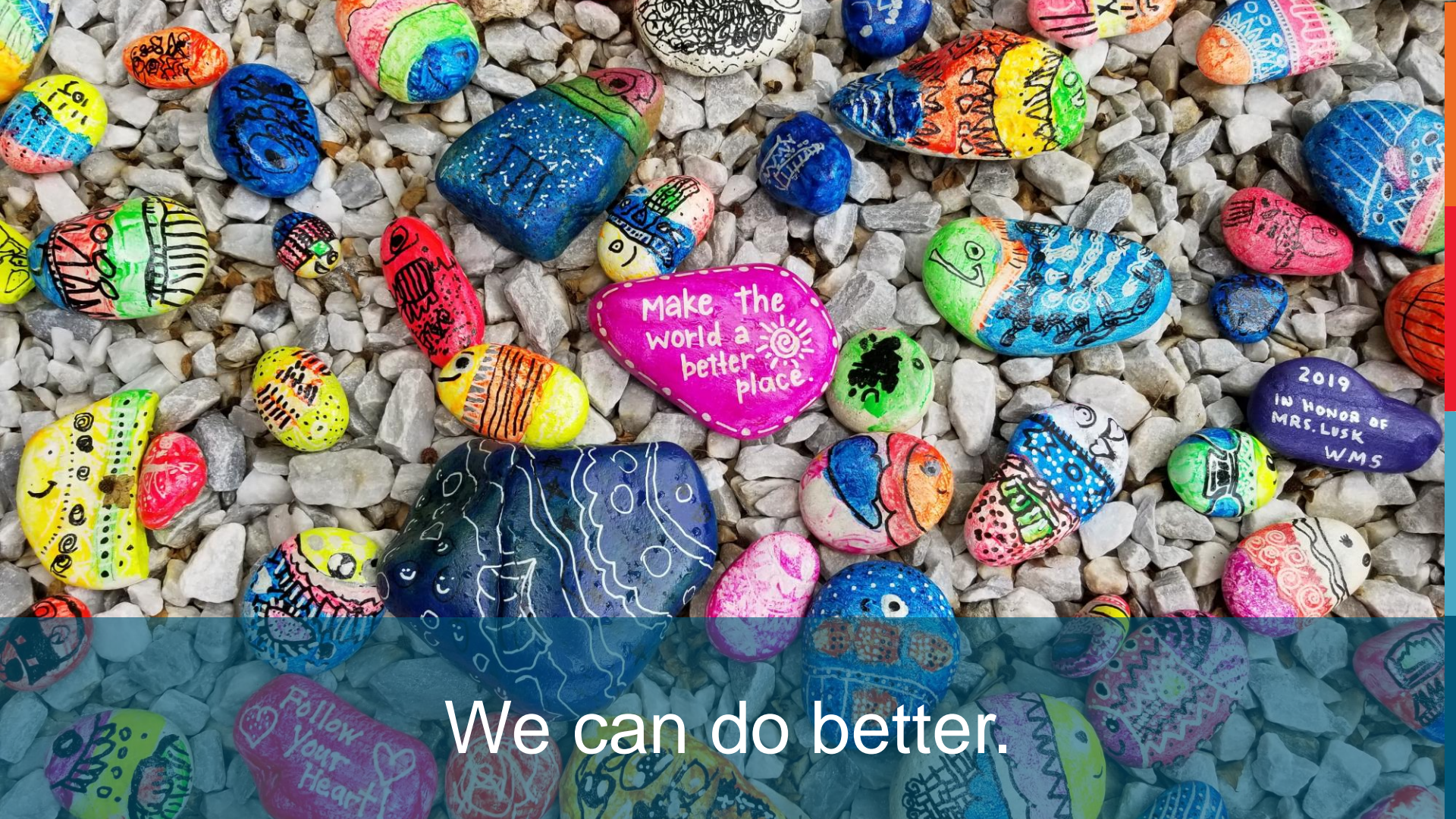
The choice isn't yours; it's theirs.

A close-up photograph of a person's hand holding a clear glass jar with a silver metal lid. The jar is filled with several rolled-up banknotes of various colors, including yellow, purple, and green. The background is a blurred image of a person's face and torso. A semi-transparent blue banner is at the bottom of the image.

It's more than money.



Satisfaction leads to sales.



Make the
world a
better
place.

2019
IN HONOR OF
MRS. LUSK OF
WMS

Follow
Your
Heart

We can do better.



Winner takes all.



Who are you?



What do you need?



When do you need it?



Take a walk in my shoes.

A photograph of a large, blue corrugated metal silo. A spiral staircase with metal railings and wooden treads winds around the exterior of the silo. The silo's surface is made of vertical corrugated panels. The background is a clear blue sky. A semi-transparent dark blue banner is at the bottom of the image.

Seeing beyond silos.



A range of perspectives.



Common sense and sense-making.



A new voice.



Give the gift of evaluation.



Give the gift of experience.